



***Bitplus Network  
Whitepaper***

***Draft 0.1***

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*“Bitplus: A Network Of Services  
Where Bitcoin is a Plus.”*

# **BitPlus:**

A Network Of Business Services Where  
Bitcoin is a Plus.

AKA:

The Bitplus Network Whitepaper

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Abstract: Business services are fragmented, and many businesses are using severely outdated technology. At the same time, these technologies are generally reliable for them, and the changeover costs are high. Most businesses aren't going to implement an entirely new system just to accept cryptocurrencies. Bitplus intends to provide universally useful business solutions that make promotion and acceptance of cryptocurrency a secondary priority to solving real business problems worldwide.

# United States of America

## Securities & Exchange Act of 1933

### Statement of Exemption

The Securities & Exchange Act of 1933 defines a “security” as:

“The term “security” means any note, stock, treasury stock, security future, security-based swap, bond, debenture, evidence of indebtedness, certificate of interest or participation in any profit-sharing agreement, collateral-trust certificate, preorganization certificate or subscription, transferable share, investment contract, voting-trust certificate, certificate of deposit for a security, fractional undivided interest in oil, gas, or other mineral rights, any put, call, straddle, option, or privilege on any security, certificate of deposit, or group or index of securities (including any interest therein or based on the value thereof), or any put, call, straddle, option, or privilege entered into on a national securities exchange relating to foreign currency, or, in general, any interest or instrument commonly known as a “security”, or any certificate of interest or participation in, temporary or interim certificate for, receipt for, guarantee of, or warrant or right to subscribe to or purchase, any of the foregoing.”

For purposes of legal disclaimer, and to demonstrate our position, the Bitplus Corporation argues that the Bitplus Network Token and sale offerings of such do not represent any of:

1. Profit sharing agreement
2. Collateral-trust certificate
3. Preorganization certificate or subscription
4. Investment contract
5. Voting trust-certificate
6. Certificate of deposit for a security
7. Fractional undivided interest in oil, gas, or other mineral rights
8. Any put, call, straddle, option, or privilege on any security, certificate of deposit or group or index of securities (including any interest therein or based on the value thereof),
9. Any put, call, straddle, option, or privilege entered into on a national securities exchange relating to foreign currency
10. In general, any interest or instrument commonly known as a “security”,
11. Or any certificate of interest or participation in, temporary or interim certificate for, receipt for, guarantee of, or warrant or right to subscribe to or purchase, any of the foregoing.

The Bitplus Network Token will be exclusively and continuously end-redeemable with the Bitplus Corporation for usage of Bitplus Network softwares. It is not representative of ownership in the Bitplus Corporation, the extended Bitplus Network, nor is it representative of ownership of Bitplus Network softwares. As a Bitplus Network software will be live at the time of issuance, it is not a pre-subscription. For consumer protection, and ease of cross platform usability, it is structurally necessary for the architecture of the Bitplus Network to issue the Bitplus Network Token as a unrestricted fungible cryptographic token for usage on all Bitplus Network platforms.

Though this issuance is not a security, In any instance that it would appear that this particular offering falls under the definition of a security, or any legally governable financial instrument in the future due to legislative change, The Bitplus Corporation will attempt to act in accordance to updated code, or cease to operate redemption operations in the jurisdiction of the United States at its sole discretion. Bitplus addresses the Howey Test below.

Waiving Investment:

1. Is it an investment of money? No.

Purchases of the Bitplus Network Token are an expenditure of money for access to specific services. Purchased tokens are not representative of ownership in the Bitplus corporation, nor is it representative of Bitplus software ownership.

Waiving Direct Profit Expectation:

2. Is there an expectation of profits from the investment? N/A & No.

As Bitplus tokens are exclusively redeemable for access to Bitplus Network software services, and as rates for acceptance of Bitplus tokens for services on Bitplus Network softwares are at the sole and arbitrary discretion of the Bitplus Corporation, there can be no reasonable expectation of profit from the ownership of tokens.

Waiving Common Enterprise:

3. Is the investment of money in a common enterprise? N/A & No.

The success of individual Bitplus Network Software products are entirely on the merit of the individual software's merit. Bitplus tokens are a value added feature to the Bitplus Network that encourages broader adoption between services.

Waiving Indirect Profit Expectation:

4. Does profit comes from the efforts of a promoter or third party? N/A & No.

Any profit from using Bitplus Network softwares is a result of the work of the end user. Only the end users purchasing and using Bitplus services are generating a real profit.

## 1. Introduction

For the sake of clarity in this paper, it is necessary to distinguish the fact that Bitplus, the Bitplus Network, and the Bitplus Network Token refer to three distinct concepts. Bitplus refers to the Bitplus corporation, a “C” corporation incorporated in the state of Delaware. The Bitplus Network refers to services operated by the Bitplus corporation, or that have relevant agreements with the Bitplus corporation. The Bitplus Network Token refers to an Ethereum ERC 20 token used on Bitplus Network platforms.

The Bitplus Network Token is an ERC20 Token. Bitplus reserves the right to give 30 days notice on mandatory token protocol upgrades that will require a full swap of originally issued tokens. The token source code will be available in full at <https://github.com/evgk/ICO-Bitplus> The token uses source code from Open Zeppelin. <https://github.com/OpenZeppelin/zeppelin-solidity>

Bitplus aims to innovate and invest in several areas of B2B service industries to solve real business problems. Bitplus will encourage cryptocurrency adoption across all sectors through a rewards system distributing Bitplus Network Tokens to Bitplus Network service users and making the Bitplus Network Token accepted as payment by every service in the Bitplus Network. The number of tokens that a user will be able to redeem at a time on any given service and the value assigned to the tokens for the purchases of such services will be ascribed based on a mixture of market price, operable sustainability,

Despite ever increasing adoption of cryptocurrencies among users, there has been a failure in scaling merchant adoption. This is primarily because the addition of cryptocurrency as a payment solution is a hassle for most businesses. There are no strong incentives for cryptocurrency adoption for any business when there will be transactional friction for the business accepting it. This is one problem Bitplus will work to solve, which will be further elaborated on later in this paper.

At this time Bitplus has is developing, has intentions of developing, or will invest in solutions relating to these specific B2B service industries:

1. Customer Interaction Software (Voice, Chat, Sms, Social Media)
2. Point Of Sale
3. eCommerce
4. Money Exchange & Transmission Services
5. Merchant Financial Services
6. Restaurant & Kitchen Management Software

## I. Customer Interaction Software (Voice, Chat, SMS, Social Media)

Traditional networks have limited the ways merchants manage and organize their customer interactions. Our customer interaction solution “Interactify” is a voice and non-voice interaction management system designed to help small to mid-size businesses improve the way they manage and organize their customer interactions, without unnecessary upfront cost or hardware to buy. Interactify was made for the web and requires only an internet connection, web browser and a headset.

Interactify allows business owners to manage their interactions from anywhere while still keeping a bird’s eye view of the activities of their customer interactions and agents. Interactify lets you record a % of calls on the project level, agent level or on the fly through our supervision manager. Whisper coaching allows managers/supervisors to communicate with agents on their own dedicated channel without the customer being able to hear. Advanced features like Screen pops, CRM Integration, agent status, ACD as well as the ability to do warm and supervised transfers come standard with Interactify.

Business customers are charged based on the the number of phone numbers they maintain and interaction credits used. Interaction credits are used when agents engage in inbound and outbound communications originating outside of the Interactify platform. Communications exclusively within the Interactify platform are free. Pay only for the interactions you make outside the network. Business users earn token rewards for making and receiving calls and other paid interactions on the Interactify platform.

### Interactify Features

<b>Multi-Channel</b>	Supports voice, email, chat, social, and more.
<b>Inbound Services</b>	Take and distribute inbound interaction from all channels.
<b>Outbound Services</b>	Engage in and distribute outbound interactions.
<b>Remote Supervision</b>	Enable agent supervisory without physical presence.
<b>Agent Productivity</b>	Keeps track of essential metrics of agent performance.
<b>VOIP</b>	Fully supportive of VOIP features.
<b>Customer Support</b>	Dedicated Interactify agents are available to help customers.

## II. Point Of Sale

Retail commerce has been almost exclusively limited to monolithic, inflexible solutions for business. Despite significant innovations in point of sale technology, such as the introduction of cloud-based services, merchants continue to find themselves trapped in long term agreements and spending thousands of dollars on proprietary hardware. Good software solutions allow businesses to effectively track sales, manage staff, process transactions and track inventory. Reporting functionalities help them significantly improve their demand forecasting. Since the software a merchant chooses shapes the way their business functions, selecting the right POS system can be an intimidating and stressful experience.

BitPlus is building a modular cloud hybrid Point Of Sale system that allows merchants to create exactly the interfaces they need for their business. We call it Universe for many good reasons. With Universe POS system, no proprietary hardware is necessary to get merchants setup on the BitPlus system. It's Universally usable on any device capable of running modern web browsers and integrated across locations in a merchant's network. Merchants can use as many register stations as they want. Each physical location simply needs a raspberry pi or similar microcomputer with the Universe POS Core software installed. BitPlus will provide configured devices.

### Universe POS Features

<b>Minimal Setup Times</b>	Using any browser, merchants can set up their accounts and start engaging in transactions.
<b>Omni-channel</b>	Merchants can accept a wide variety of payments from cash and cards to crypto within a single solution.
<b>Customer Service</b>	Active and dedicated support is available to customers.
<b>Inventory Control</b>	Manage inventory and ordering tasks in one place.
<b>Transaction Viewer</b>	View details at the individual transaction level.
<b>Accounting</b>	Maintain accurate accounts of activity nearly automatically.
<b>Coupons &amp; Discounts</b>	Easily offer/accept coupons & discounts on products.
<b>Telephony Integration</b>	Cross integrated with Interactify to enhance POS experience.
<b>Universal Rewards</b>	Earn tokenized rewards for valid transaction events.

### III. eCommerce

As an extension of Universe Point Of Sale System, we intend to offer merchants an easy cross transition from either side of the eCommerce & retail gap. Our core team has extensive experience with Magento and other popular eCommerce platforms. We have developed plugins and integrations for a variety of eCommerce solutions. Merchants needs for eCommerce are simple. eCommerce should be easy, it should be cheap, and it should work well.

Most existing eCommerce solutions take many hours of configuration to make them work for any particular business using them. Meanwhile, for the typical brick-and-mortar merchants, eCommerce is a nice additional feature rather than a primary revenue stream. In the global eCommerce market, they're not going to be able to compete with major marketplaces like Amazon either. This means that there are disincentives and strong costs involved in setting up eCommerce. Beyond this, cross integration of inventory, payment, accounting, and other vital eCommerce and retail business functions and data is rare, and typically an afterthought for eCommerce solution providers.

That said, almost all merchants can benefit from relevant niche eCommerce functions and features without having to try to compete with major marketplaces. Industry level solutions like enabling restaurants to easily offer takeout, and in-store pickup for brick-and-mortar merchants. Merchants should be able to easily use the specific niche eCommerce solutions they need without being tied into a monolithic platform to use them.

#### Benefits of eCommerce:

<b>Multi-Channel Sales</b>	Diversifying sales channels can increase sales.
<b>Global Reach</b>	eCommerce can help businesses have global reach.
<b>Greater Visibility</b>	Being online makes merchants more visible.

#### Challenges of eCommerce:

<b>Extensive Setup</b>	eCommerce solutions are typically burdens to setup/add.
<b>Inventory Management</b>	Managing inventory across retail & digital can be hard.
<b>Order Fulfillment</b>	Separate eCommerce solutions in retail environments get in the way of order fulfillment.

## **IV. Money Exchange & Transmission Services**

As special set of modules for Universe Point Of Sale for merchants with money transmitter licenses, we will offer a money exchange & transmission services engine and interfaces that will empower a wide variety of financial services from ATMs to wire transfers and more. This strategy should drastically reduce operating costs for many entities to get into the cryptocurrency ATM market among others, and help money transmitters more easily manage and diversify their portfolio of services in their business operations.

This service is especially promising in empowering independent entrepreneurs in countries with lax money transmission laws but poor liquidity. Anyone with a tablet, an internet connection, and the legal ability to do so can add themselves into a global cryptocurrency ATM market and start earning commissions, or stock their own crypto coins and earn full sales margin.

As our capabilities expand we will develop an extensive series of modules for a variety of money transmission protocols, all within a unified ecosystem experience.

## **V. Merchant Financial Services**

### **A. Payment Processing**

Already deployed on the Bitplus Network is a complete merchant processing solution embedded in Universe Point Of Sale. We provide the lowest rates to our merchants and will meet or beat any rate. We provide our merchants with the ability to accept all major credit cards, debit cards as well as cryptocurrency through our unified solution. Bitplus is offering the first Point Of Sale that allows users to accept cryptocurrency while also providing traditional phone support merchants have come to expect.

### **B. B2B Financial Services**

BitPlus is planning to provide business growth capital to our merchants. The BitPlus team members have experience with conventional business lending as well as factoring and unsecured funding products in the SMB market. Bitplus is working on developing our own funding products. With an understanding of traditional underwriting while utilizing advanced AI bitplus plans to come up with the most innovative financial products to meet the needs of today's merchants.

## VI. Restaurant & Kitchen Software

Restaurants are busy businesses. They represent a large sector of commerce with special, specific technology needs. To deliver the best experiences for their customers the technology they use needs to foster efficient task management that complements workflows instead of complexifying them. As a part of Universe, BitPlus is engineering solutions that help restaurants and food businesses manage their operations and grow.

Restaurants using Universe will be able to take advantage of industry specific solutions tailored to them while maintaining integration with their existing networked devices. From table management to ticket printing, Universe will have a world of options to help restaurants serve their customers. Not only will Universe make running in-house operations easier for restaurants, it will enable them to easily expand their offerings and break traditional sit-down limitations.

Specifically among other planned features, Universe will have an eCommerce module to enable food businesses to easily offer takeout orders online. Universe will have front-of-house customer experience management features with useful features, options, and information, from the dining room level all the way down to the individual seated customer. Front-of-house will meet with back-of-house smoothly as kitchen staff receive submitted orders on screens and printers in real time.

### Ways to Benefit Restaurants With Tech:

<b>Multi-Channel Sales</b>	Diversifying sales channels with takeout can increase sales.
<b>Ticket Processing</b>	Deliver accurate, clear, real-time orders to back-of-house.
<b>Table Management</b>	Manage availability, waitlists, and reservations.

### Ways to Burden Restaurants With Tech:

<b>Fragment Services</b>	The more platforms involved, the more hassle.
<b>Unoptimized Interfaces</b>	Restaurants have specific POS needs that stores do not.
<b>Prevent Interfacability</b>	Devices should work together, regardless of who made it.

## Conclusions:

There are many fields of business software services that BitPlus can innovate in without creeping away from the core promise of delivering on excellent telephony and point of sale services. Almost every relevant service that BitPlus can serve is a possible vector to help cryptocurrency adoption while solving business problems. BitPlus will succeed in helping cryptocurrency adoption by putting the development of innovative business services first, and the promotion of cryptocurrencies secondary.

## References:

<https://bitplus.network>

<https://interactify.io>

<https://www.sec.gov/about/laws/sa33.pdf>

<https://github.com/OpenZeppelin/zeppelin-solidity>

<https://github.com/evgk/ICO-Bitplus>